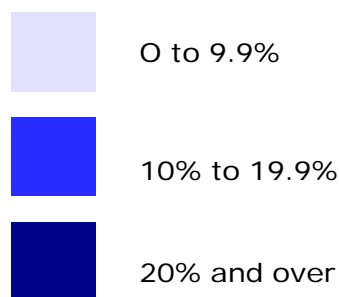
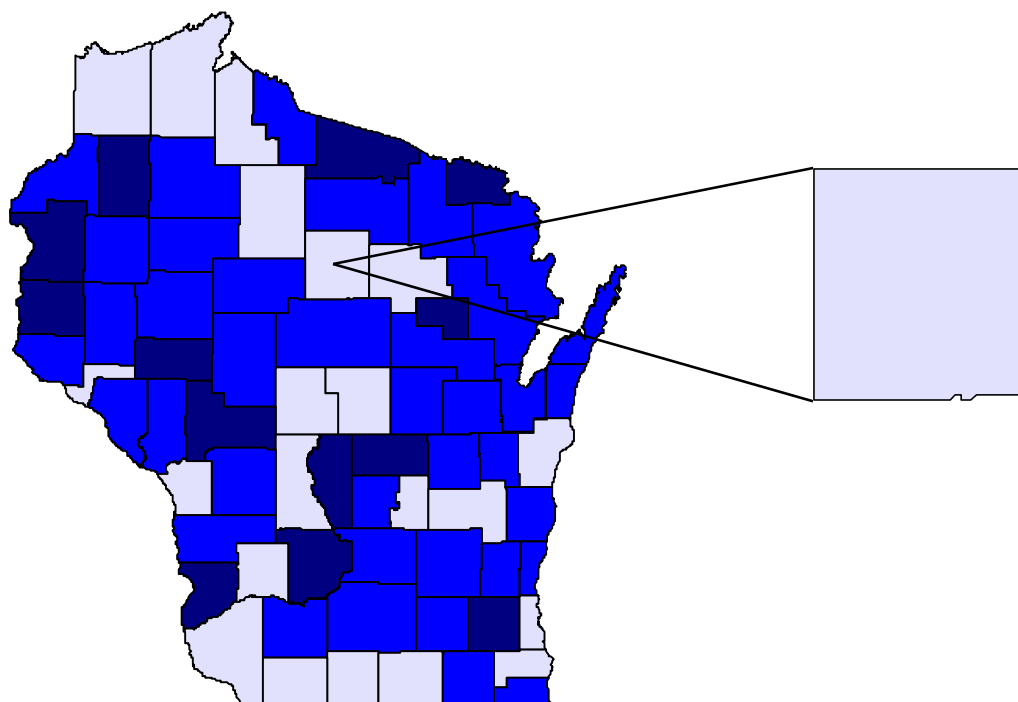


Lincoln County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Lincoln County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

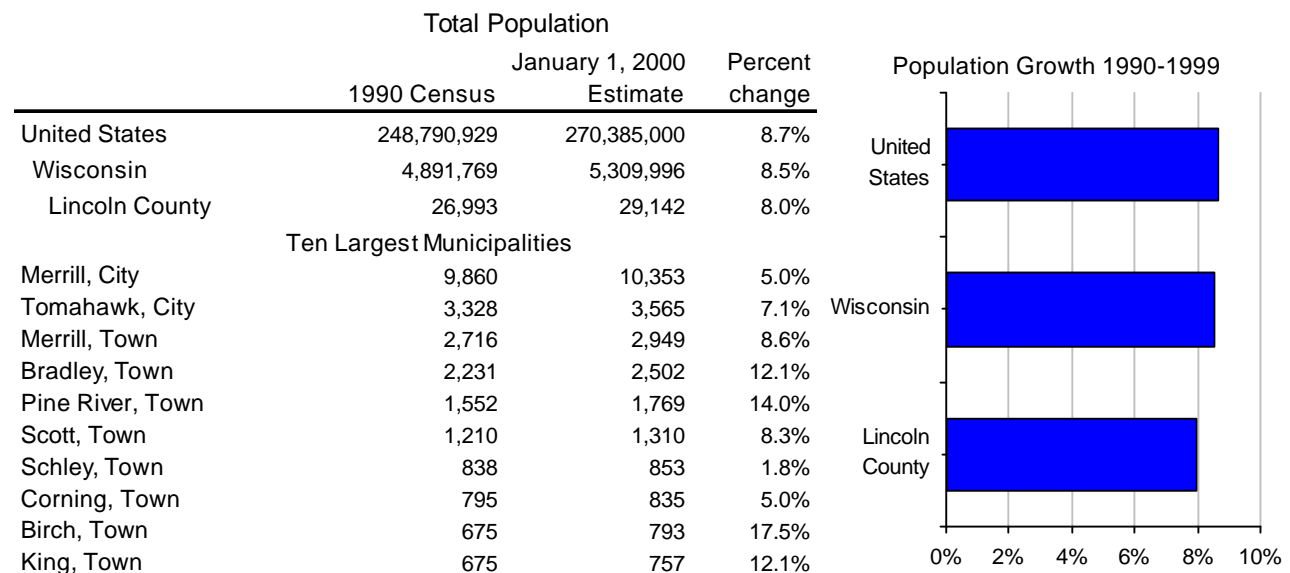
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst, Dennis Goodwin, by telephone (715-261-7745) or email (goodwd@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Lincoln County Population and Civilian Labor Force

The rate of growth of Lincoln County is slower than that of the United States, but almost equal to that of the state. In the eight years between 1990 and 1999, about 3,000 people were added to the population total of the county. This lower number, compared to some other areas, is somewhat typical of the more sparsely populated counties of the northern part of the state, where population increase is due mainly to natural increase than to in-migration. Similarly, the towns of the county show little increase in the period mentioned, and some villages or smaller towns have actually lost some people. The emigration of the youth, for example, accounts for a constant drain on the population levels.

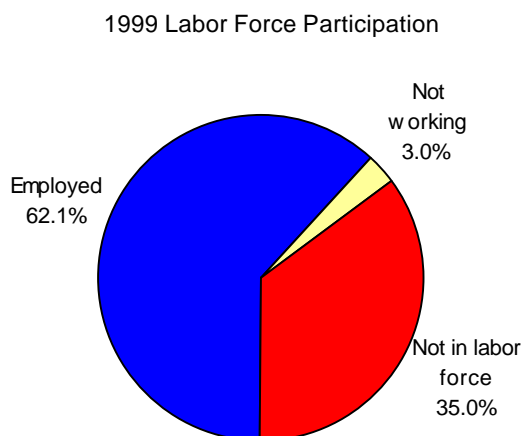


* Lincoln County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

People who are not working includes people who are unemployed and people who are not in the labor force. Unemployed does not include all people who are not working, some people who are not working are not technically unemployed. Examples of people who are not working but who are not unemployed are retirees or people who choose not to work. When looking at the labor force age part of the population in Lincoln County, one can see that about 32 percent are between the ages of 40 and 64. About 30 percent are in the youngest levels of the labor force (ages 16 - 40). This is a fairly common spread in most of the counties of the state and particularly the northern counties of the state.

The term used to describe the relationship between the labor force and population is the participation rate. In Lincoln County, about 35 percent of the population is not in the labor force, or "participating" Just under 62 percent are working (either full time or part time), with about 3 percent unemployed. This means a participation rate for Lincoln County of about 65 percent, compared to 67 percent for the US, and 72 percent for the state.

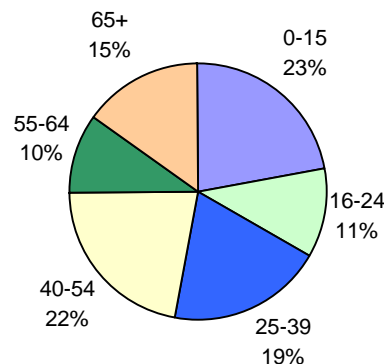


The 41 percent increase in labor force aged population between the ages of 40 and 54 since 1990 is the result of the aging of baby-boomers. Of major significance to employers has been the somewhat slow growth in the number of younger workers. Slow growth in the number of 16 to 24 year olds (just over 7 percent) and an increase in the number of businesses which traditionally hire large numbers of young workers has contributed to the current labor shortage, although Lincoln County seems to have less of a labor shortage problem than other areas.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

Lincoln County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	6,346	6,436	1.4%
16-24	3,093	3,318	7.3%
25-39	6,006	5,593	-6.9%
40-54	4,518	6,397	41.6%
55-64	2,649	2,922	10.3%
65+	4,381	4,476	2.2%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Lincoln County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	14,900	15,400	15,900	16,000	15,400	14,300
Employed	13,900	14,400	15,100	15,100	14,700	13,700
Unemployed	950	950	800	880	750	650
Unemployment Rate	6.4%	6.2%	5.0%	5.5%	4.8%	4.5%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

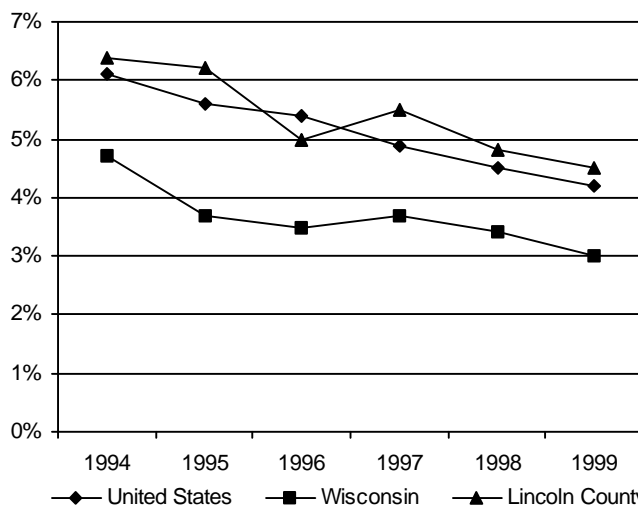
The unemployment rate in Lincoln County has been fairly stable from year to year, and generally decreasing. In 1994, it stood at 6.4 percent (only slightly high for the area) and by 1999, had declined to 4.5 percent. This has been above the state rate and the national unemployment rate.

One advantage of the Lincoln County labor market is its relative stability. No single industrial element dominates the scene, and agriculture still plays a more significant role in this area than in most other counties in northern Wisconsin.

(Note - Although these 1990 Census Commuting numbers have not yet been updated by the recent Census, we do not anticipate any significant changes in the general pattern of movement.)

In Lincoln County, about 2,200 workers leave the area each day to work elsewhere, mainly in Marathon County (about 1,730 making that trek). This is out of a total of about 11,000 employed within the county itself. By contrast, about 1,400 workers commute into Lincoln County each day from neighboring areas to work, the largest number also coming from Marathon County, which is contiguous with Lincoln. It is a fact that the northern Marathon - southern Lincoln County area comprises its own labor market,

Unemployment Rate Comparison



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

and the commuting patterns between these areas seem to support this idea. The Wausau-to-Merrill Highway 51 corridor is an unusually heavily traveled road.

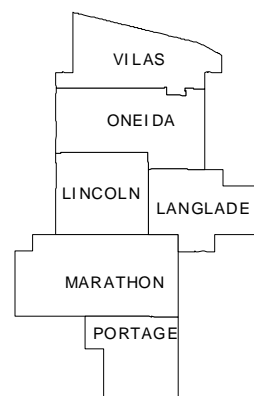
Although it can't be said precisely what kinds of jobs these workers are commuting to, or what their professions are it can be guessed that many are more stable, permanent jobs, such as professional employment, or perhaps jobs in the manufacturing in a neighboring county, or seasonal construction work.

Lincoln County Commuting Patterns

	Commute Into	Commute From	Net Commute
Marathon	1,730	705	-1,025
Oneida	398	557	159
Langlade	33	157	124
Portage	29	11	-18
Vilas	4	25	21
Worked elsewhere	265	95	-170
Total	2,194	1,455	-739

Work within Lincoln County 11,423

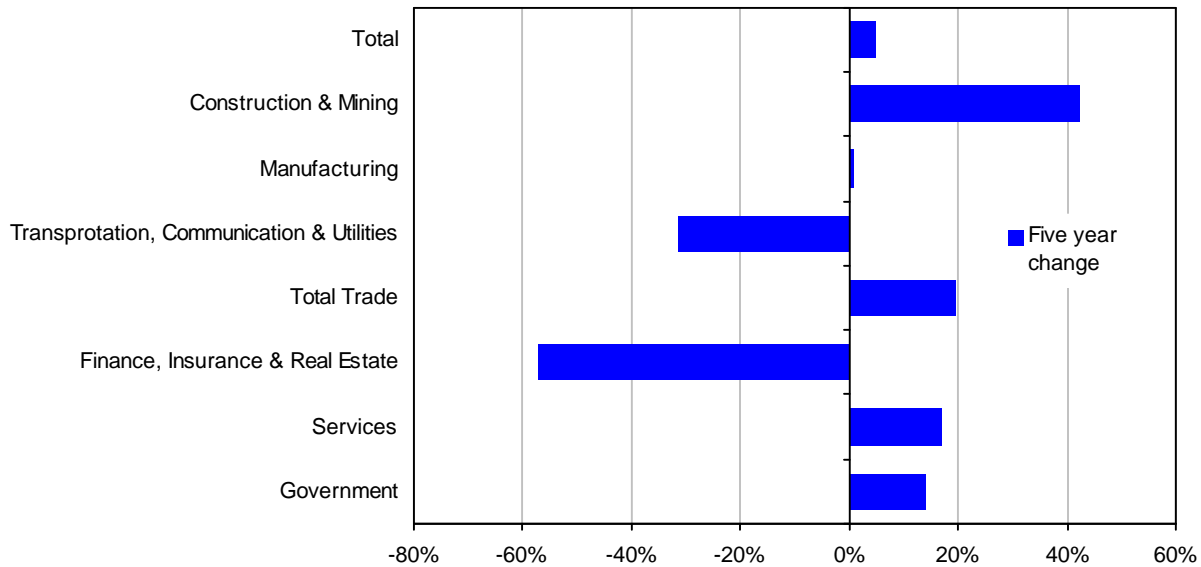
Source: WIDWD, Bureau of Workforce Information. Wisconsin's Commuting Patterns, 1994.



Those are typically the kinds of jobs that take a person some distance from his or her home. Construction employment has seldom registered more than 350 - 400 jobs within Lincoln County itself.

The more than over 2,100 workers commuting out of the county each day is actually a rather large number, when compared to the county's total labor force. Many areas of the state provide the majority of the labor force jobs within a few miles of home. What this would appear to indicate about Lincoln County is that relatively high paying, full time employment may be found more easily outside the county than within. But, the same may be true of those driving up from Marathon and other counties. The cities of Merrill and Tomahawk seem to be the main magnets for commuting workers from other areas.

Lincoln County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	11,622	12,104	12,446	12,724	12,584	12,210	-3.0%	5.1%
Goods Producing	4,512	4,663	4,691	4,750	4,673	4,703	0.6%	4.2%
Construction & Mining	371	416	436	435	463	528	14.0%	42.4%
Manufacturing	4,141	4,247	4,255	4,316	4,210	4,175	-0.8%	0.8%
Durable	2,830	2,868	2,877	2,967	2,866	2,828	-1.3%	-0.1%
Nondurable	1,310	1,379	1,378	1,349	1,344	1,347	0.2%	2.8%
Service Producing	7,111	7,441	7,755	7,973	7,910	7,507	-5.1%	5.6%
Transportation, Communications & Utilities	728	805	822	831	774	499	-35.5%	-31.4%
Total Trade	2,298	2,386	2,522	2,642	2,634	2,749	4.4%	19.6%
Wholesale	321	342	350	377	397	381	-3.9%	18.7%
Retail	1,977	2,044	2,172	2,266	2,237	2,368	5.9%	19.8%
Finance, Insurance, and Real Estate	626	635	638	667	557	268	-51.8%	-57.1%
Services & Misc.	1,619	1,709	1,780	1,829	1,870	1,893	1.2%	16.9%
Total Government	1,840	1,908	1,993	2,005	2,075	2,097	1.1%	14.0%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

When one looks at the employment picture in Lincoln County by industry over the period 1994 - 1999, it is not surprising to find that some employment levels increased. However, looking at this period, a steady and fairly even growth can be seen across the board (except for rather significant declines in finance, insurance, and real estate and transportation. It should also be said that job levels in manufacturing were flat and may remain so for some time). This is not true of all the other counties of northern Wisconsin. Even one of the slowest growing of the industrial elements of the county, that of trade, gained a few percentage points of growth in the period in question. In several other counties of the state, trade has increased at a faster rate in this period, but an increase of 500 jobs in a six year period in a county the size of Lincoln is respectable. Some of the government employment growth is attributable to native American owned enterprise jobs which are classified as government employment

Lincoln County's Largest Industries and Employers

Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Lumber And Wood Products	23	1,563	-84	31
Fabricated Metal Products	13	876	43	17
Educational Services	4	875	75	*
Eating And Drinking Places	67	828	-34	155
Paper And Allied Products	*	*	*	*
Health Services	32	692	42	-43
Executive, Legislative, And General	16	552	-52	-33
Food Stores	8	442	-42	-8
Automotive Dealers & Service Stations	32	391	10	52
Justice, Public Order, And Safety	*	*	*	*

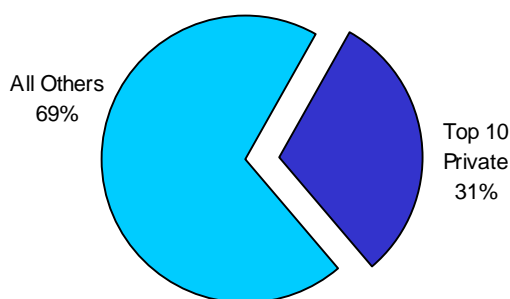
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Top 10 Employers

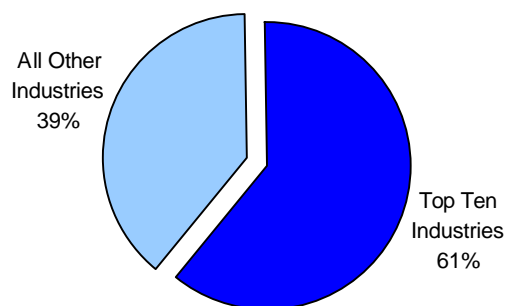
Company	Product or Service	Size
Packaging Corp Of America	Paper Products	500-999
Merrill Public School	School System	500-999
Hurd Millwork Co Inc	Wood Products	250-499
Semling Menke	Millwork	250-499
County Of Lincoln	Public Employment	250-499
Lincoln Wood Products Inc	Wood Products	250-499
Harleydavidson Motor Co Operations	Motorcycle accessories	250-499
Department Of Corrections	Lincoln Hills School	250-499
School District Of Tomahawk	School System	250-499
Northern Wire	Wire Products	250-499

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top Ten Largest Employers
Share of Nonfarm Employment



Top 10 Industry Groups
Share of Nonfarm Employment



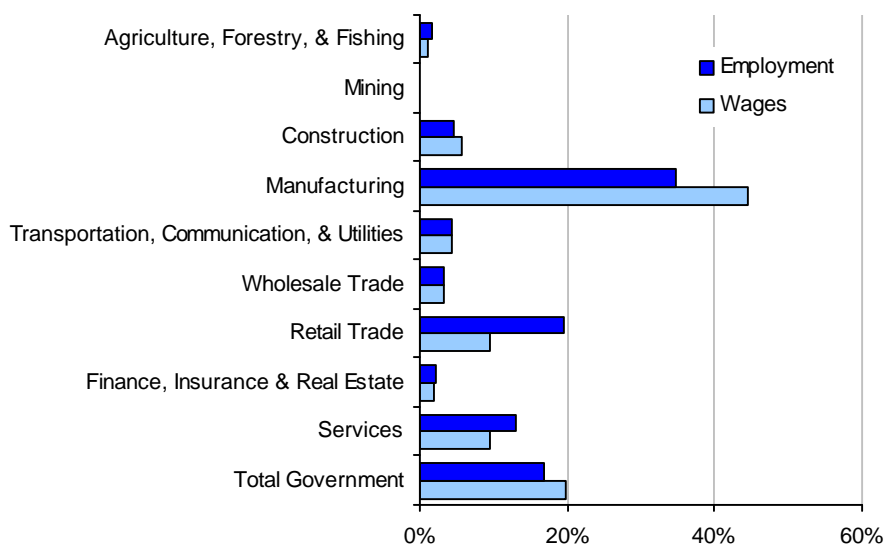
For a rather rural county in the central part of the state, Lincoln County enjoys a good number of solid manufacturing elements, producing everything from motorcycle accessories and parts, to paper and metal products. As mentioned elsewhere, many Lincoln County workers commute to neighboring counties to work, but this does not mean that there is necessarily a shortage of high paying employment within Lincoln County.

Things produced in Lincoln County are distributed both locally and worldwide. Lincoln County shares this characteristic in common with the more heavily industrialized counties of Wood, Portage and Marathon Counties, and it is one of the strengths of area manufacturing. Lincoln County shares the same apprehension about the rather unsettled condition of the paper industry worldwide as do other papermaking areas of the district, but for now paper manufacturing here is strong.

Lincoln County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$23,495	\$29,609	79.4%	-0.5%	16.1%	12,031
Agriculture, Forestry, & Fishing	\$15,402	\$21,499	71.6%	10.0%	63.9%	187
Mining	*	\$39,968	*	*	*	*
Construction	\$29,459	\$36,772	80.1%	6.2%	18.1%	550
Manufacturing	\$30,244	\$37,773	80.1%	1.7%	22.0%	4,170
Transportation, Communications, & Utilities	\$24,336	\$34,523	70.5%	-12.0%	16.4%	510
Wholesale Trade	\$24,580	\$38,048	64.6%	8.9%	14.4%	379
Retail Trade	\$11,299	\$15,066	75.0%	0.8%	16.9%	2,367
Finance, Insurance, & Real estate	\$20,621	\$37,911	54.4%	-26.2%	-12.6%	270
Services	\$17,084	\$26,041	65.6%	2.6%	15.6%	1,579
Total Government	\$27,937	\$32,017	87.3%	3.5%	14.9%	2,017

Total Employment and Wage Distribution by Industry Division

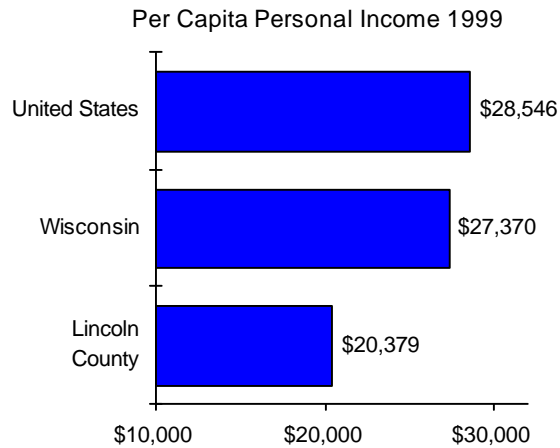


Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

When one looks at the table at the top of the page, the one thing that seems to stand out is the fourth column, indicating the percent of the state average wage paid in different industries in Lincoln County. The wage levels in Lincoln County are about 21 percent below those paid workers across the state as a whole. In a smaller northern rural county in Wisconsin, it would not be surprising that there is going to be some differences in pay, but the actual differences here may seem a bit large to some, considering the importance of manufacturing in this county.

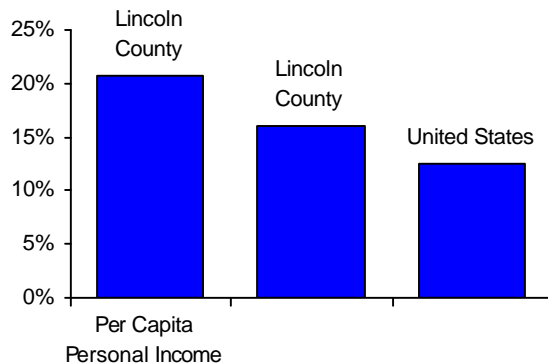
Manufacturing employment, traditionally in the higher levels of pay in any given labor market, has an average annual wage in Lincoln County almost 20 percent below that of the state. Transportation and utilities, another high paying industrial category in most areas of the state, comes in at only about 70 percent of the state average, although here as elsewhere in the north, there is a percentage of pulp haulers and small trucking company drivers that bring the percentage down. These jobs tend to be rather low paying in the truck driving field. Thus, although utility and telephone workers are often better paying occupations, the average for the industry is drawn down somewhat by drivers and haulers.

Lincoln County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Lincoln County's per capita income was about \$7,300 less in 1999 than that of the state average. Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

Over the past five years, Lincoln County per capita income has increased by about 20 percent, down about 7 percent from 1998. Per capita personal income is often much more volatile than wages. The spread during this time frame seems to be about the average for most of the counties of northern Wisconsin. Wages are still about \$4,000 - 5,000 below those of both the state and national levels, although this is lower than other northern counties, which do not have the manufacturing base as Lincoln County.



Per Capita Personal Income

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Lincoln County	\$16,878	\$17,922	\$18,892	\$19,767	\$20,530	\$20,379	-0.7%	20.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Administrative Secretary	\$13.20	\$14.00
Assembler	\$9.14	\$8.63
Cooks, Short Order	\$6.84	\$6.46
Driver/Sales Workers	\$10.29	\$10.73
Janitors & Cleaners	\$7.91	\$7.30
Machine Feeders & Offbearers	\$8.95	\$8.44
Welders & Cutters	\$12.99	\$13.05
Computer Programmers	\$20.48	\$19.39
Construction Carpenter	\$11.47	\$11.15
Food Preparation Workers	\$6.65	\$6.14
General Office Clerk	\$8.82	\$8.59
Licensed Practical Nurse	\$13.03	\$12.94
Salesperson, Retail	\$8.59	\$6.88
Cashiers	\$6.78	\$6.37
Nursing Aides, Orderlies, etc.	\$16.67	\$7.75

Source: WI DWD, BWI. 1997 OES Wage Survey, Wausau, WI

Wages paid for work within a county can impact the type of goods and services which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers. The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the mean and median are relatively close the labor market for that particular worker is probably tight or very competitive.

Wages in Lincoln County, especially in the trade, service, and manufacturing sectors, will not compare well to most of the occupations listed at left (from the district survey, all counties). In fact, pay levels near minimum are not uncommon for entry-level and low skill occupations.